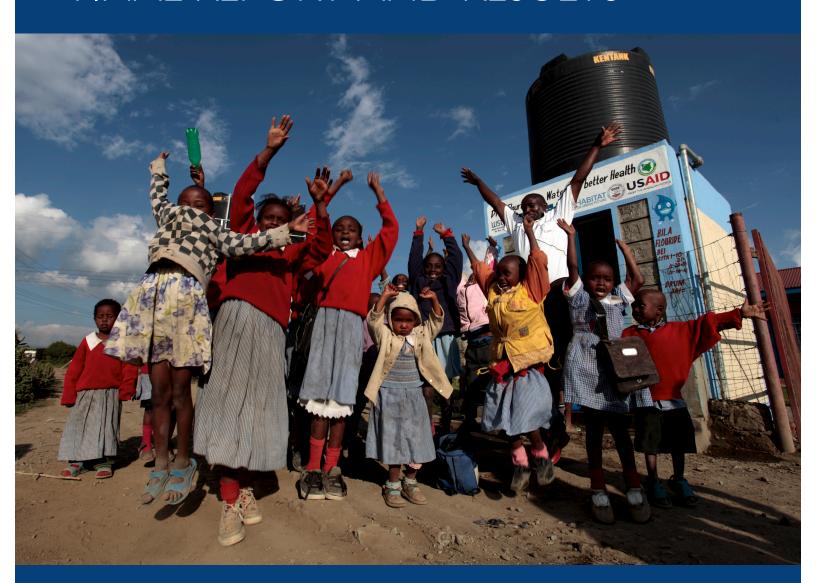


Quick Response Task Order Continuation of Water Sector Communications & Knowledge Management Services

FINAL REPORT AND RESULTS



Quick Response Task Order

Continuation of Water Sector Communications & Knowledge Management Services FINAL REPORT AND RESULTS

Prepared for United States Agency for International Development (USAID) Bureau of Economic Growth, Education, and Environment's Office of Water (E3/W) under Contract No: EPP-I-00-05-00010-00, Task Order No: AID-OAA-TO-10-00018 awarded May 1, 2014, entitled Quick Response Task Order (QRTO) Activity, Continuation of Water Sector Communications & Knowledge Management (WSCKM) Services.

The results described in this document are based on the Task Order Statement of Work, the approved Work Plans as revised, and discussions with the Water Office.

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AWM Agricultural Water Management

CKM Communications and knowledge management

CMS Content management system

COR Contracting Officer's Representative
DEC Development Experience Clearinghouse

DQA Data quality analysis
DRR Disaster Risk Reduction

E3/W Bureau for Economic Growth, Education, and Environment's Office of Water

EFA Environmental Flows Assessment

FACTS Foreign Assistance Coordination and Tracking System

FY Fiscal Year

IQC Indefinite quantity contract KM Knowledge management

LOE Level of effort

LPA Bureau for Legislative Public Affairs

ME&A Mendez England & Associates

OFDA Office of Foreign Disaster Assistance

PPR Past Performance Report

SO Strategic objective

USAID United States Agency for International Development

USG United States Government

WASH Water supply, sanitation, and hygiene

WP Water productivity

WRM Water resource management

WSCKM Water Sector Communication & Knowledge Management

Continuation of WSCKM Services: Final Report and Results

This document is the final report of the Quick Response Task Order Continuation of CKM Services. It covers results achieved during the Task Order period of performance from June 1, 2014 through June 15, 2015.

The final report highlights improvements in the process of supporting USAID's E3/W water sector communications and knowledge management (CKM). Specifically, the report details progress made during Task Order implementation, and matches accomplishments to the specific paragraphs in the Task Order Statement of Work.

I. OVERVIEW OF THE TASK ORDER

The Quick Response Task Order Continuation of CKM Services was designed to fill a critical need among USAID staff and external stakeholders for greater understanding of cross-cutting water issues. ME&A's CKM activities under the Task Order Work Plan contributed significant value both internally and externally by enhancing collaboration among partners, sharing best practices, and through the application of lessons learned. With strategic CKM activities, ME&A has been able to maximize the value of USAID's information and knowledge assets, support its partners and beneficiaries, and improve its effectiveness and impact.

Through this Task Order, ME&A's effective CKM activities enabled USAID staff and teams to collectively and systematically create, capture, share, and learn knowledge to better achieve the Water and Development Strategy's two Strategic Objectives (SOs): Water for Health and Water for Food. This final report articulates ways that ME&A assisted Water Office staff with CKM activities to promote the Water Strategy and its five key themes of Water, Sanitation, and Hygiene (WASH) and Nutrition; Water Quality; Sanitation; Agricultural Water Management (AWM); and Sustainability of WASH Services for maximum effectiveness of implementation and time.

CKM programs resulted in more effective collaboration, improved delivery of technical assistance, and enhanced water program management to address the following key developments and changes across USAID and the Water Office:

- The Water and Development Strategy, Water and Development Strategy
 Implementation Field Guide, and Water and Development Strategy Five Key Themes;
- The role of water in Feed the Future, Global Health, and Global Climate Change Presidential Initiatives;
- The passage of the Paul Simon Water for the World Act of 2014 and the need to
 educate Congress via Capitol Hill briefings and the public on the critical role of the
 Water Strategy as a central component of the sustainability of all water sector
 investments.

ME&A's activities under the WSCKM Task Order assisted the extended Water Office by:

- Building a learning organization. ME&A has provided the needed platforms, products, opportunities, and media to reach all audiences with the information they need, when they need it, and how they need it to improve water development outcomes.
- Consolidating publications and knowledge. Water sector activities are included in the
 portfolios of many organizational units dealing with a broad range of issues and funded
 by a variety of different mechanisms and initiatives. ME&A maintained a rich external
 USAID water website and the initial phase of an internal website to address water's
 crosscutting nature.
- Making water knowledge easier to access. ME&A produced user-friendly interfaces to water information repositories and archives.
- Sharing knowledge and practices. ME&A supported consistent learning and sharing opportunities to foster a knowledge culture at headquarters and across the Missions.

Work Plans under this Task Order presented menus of opportunities to address Water Office and CKM challenges in innovative ways to enhance the ability of the Extended Water Office to deliver results. ME&A developed and delivered targeted, comprehensive communications publications, strategic knowledge management activities, and key obligations and data tracking to meet reporting requirements.

Key accomplishments include:

- One Senator Paul Simon Water for the Poor Act report
- Two Safeguarding the World's Water reports
- Four issues of Global Waters magazine
- Four issues of Water Update internal newsletter
- Two learning events and one technical workshop and associated training materials
- Two Real Impact case examples
- One IMPACTblog
- More than 80 USAID water project narratives
- Two concept papers
- Water Point internal website
- Thousands of photos in a new, more accessible photo library
- Scores of specialized Internet searches to support trainings, workshops, speeches, briefing books, presentations, and web content
- Numerous short technical videos and presentations
- One water video

II. ACCOMPLISHMENTS

This section of the final report details accomplishments against the requirements laid out in the Statement of Work.

OVERVIEW OF TASKS AND SUBTASKS

The Statement of Work specifies five tasks, each with subtasks.

Task	Subtask
I. USAID Water and Coastal Resources Management Information	
	I.I: Tracking and Reporting
	I.2: Water Activity Funding
	I.3: Water Resources Activity Descriptions and Activity Reporting
	I.4: USAID E3 Program Results
2. Water Program Information Access and Sharing	
	2.1: Website(s)
	2.2: Internal USAID E3/W Technical Information
	2.3: Assist in Accessing Other USAID Water Sector Technical Information
	& Reports
3. USAID E3/W Technical Support for Analysis and Reporting	
	3.1: Create Specific Annual Reports
	3.2: Technical Writing Support for E3/W Management Operations*
	3.3: Technical Support for USAID and Counterpart Training, Training
	Modules, Capacity Building, and Information Dissemination
	3.4: Strategic Implementation
	3.5: Specialized Audio Visual and Graphic Technical Support
	3.6: Pictorial, Photographic, and Audio-Visual Collection
4. Selective Assisted Access to Global Technical Information Relating	
to Water	
	4.1: Specialized Internet Searches
	4.2: Selective Technical Studies/Reports
5: Knowledge Management	
	5.1: Expansion of USAID Water Program Information Access and Utilization
	5.2: Communications/Information Access
	5.3: Communities of Practice
	5.4: Enhancing USAID's Global Information Participation

A. ACCOMPLISHMENTS FOR TASK I: USAID Water and Coastal Resources Management Information

Under this task, ME&A was required to "serve as the primary support unit for accessing, interpreting, and communicating information about the Agency's water and coastal resources management program activities."

<u>Task I.I: Tracking and Reporting:</u> ME&A was tasked to "track and report on USAID's water and coastal resources management program's use of funds, types and status of activities (include grant and contract partners and cooperators) and results."

ME&A provided support related to obligations data tracking and reporting for inclusion in the FY13 Safeguarding the World's Water annual report and the Paul Simon Water for the Poor

Act Report. ME&A provided large impacts reported from the FACTS Past Performance Report (PPR) narratives for the FY13 Senator Paul Simon Water for the Poor Act. ME&A also provided the final draft of obligations data tracking and reporting for inclusion in the FY14 Safeguarding the FY14 Paul Simon Water for the Poor Act Report.

<u>Task I.2: Water Activity Funding:</u> ME&A was tasked to "prepare compilations of selected aspects of USAID's water and coastal resources management funding obligations and planned budgets."

ME&A compiled selected aspects of USAID water and coastal resources management program's use of funds, type, and status of activities, and results for the Contracting Officer's Representative (COR). ME&A provided several views of trends data from FY09 through FY13 and FY09 through FY14. ME&A provided the final draft of USAID water and coastal resources management program's use of funds, type, and status of activities, and results for the COR.

Task 1.3: Water Resources Activity Descriptions and Activity Reporting: ME&A was tasked to "maintain a compilation of USAID water and coastal resources activities, based on both USAID internal operating unit reporting sources and direct communications with USAID operating units."

ME&A added new project narratives with impact narratives, contracting information, lessons learned, and resources in alignment with the template for Water Point. ME&A created a list of priority country projects to include in the next round of project narratives for Water Point (now with over 200 project narratives). ME&A worked with Sonjara to create new functionality for the Water Point project database. ME&A created a list of key words, important functionality, and reportability requirements for an expanded, reportable project database. ME&A worked with Sonjara to finalize the new functionality for the Water Point project database to now include priority country, strategic objective, and five key topics in the Water Strategy. ME&A fulfilled a research request from the Global Water Coordinator to provide water, sanitation, and hygiene (WASH) project descriptions since 2008.

Task I.4: USAID E3/W Program Results: ME&A was tasked to "gather and summarize USAID water resources program activity based on utilizing USAID operating unit reports, other ancillary sources of information, and direct communications with USAID operating units."

ME&A added Mission and Office of Legislative and Public Affairs (LPA) cleared, new project narratives with impact narratives, contracting information, lessons learned, and resources in alignment with the template for Water Point. These were based on interviews and quarterly reports and cleared by the Missions.

B. ACCOMPLISHMENTS FOR TASK 2: Water Program Information Access and Sharing

ME&A was tasked to "collect, organize, and help to provide wide access to USAID water resources program information, primarily through websites, electronic documents and printed reports. An electronic database will be established and maintained (based on standard, commercially available

systems) to facilitate ready accessibility of descriptive information, results information, and budgetary information."

Task 2.1: Websites: ME&A was tasked to "support the maintenance of internal and external website(s) that will ensure that all internal and external users and customers of USAID's water and coastal resources program have ready access to all relevant information about the Agency's water and coastal resources activities, programs, and funding. One website, in particular, is Water Point, an online technical programming, and knowledge management resource for Agency staff working in the water sector." ME&A was tasked to "support ongoing maintenance, content development, and improved functionality, under the direction of the E3/W Water Point Activity Manager."

ME&A worked with the Water Office to update the USAID website, including the Learning & Sharing pages, carousel images, a new World Water Day page, World Water day activities, Real Impacts on the Water Strategy page, and other updates as necessary.

Task 2.2: Internal USAID E3/W Technical Information: ME&A was tasked to "ensure that program information developed by the E3/W Office is made readily available and accessible in electronic form (including through internal and external web access), and made available in printed and/or CD form on a selective basis."

ME&A provided electronic copies of all documents and communication products, mostly posted on the external USAID water website. Some documents were available on USAID servers inside the firewall, including *Water Update* and other internal documents.

Task 2.3: Assist in Accessing Other USAID Water Sector Technical

Information & Reports: ME&A was tasked to "track the production of significant technical documents, and in a wide array of technical materials and information (including web sites and selected paper copies, particularly for non-USAID information sources), and provide electronic copies and links to related water and coastal resources websites throughout the Agency's water programs worldwide."

ME&A collected and catalogued USAID water sector technical information and reports into Water Point as an ongoing activity. ME&A continued working with the Water Office, Sonjara, and Tetra Tech to coordinate Phase I of Water Point. This included organizing and facilitating meetings, providing support to the design of the website, and developing content. ME&A presented templates for Water Point to improve the user experience and make sure long-term site management keeps current and is less LOE-intensive and began adding them to the right-hand navigation of the site. ME&A updated Water Point with four Water Strategy webinars, created new supplemental guidance pages, and cross-posted webinar and implementation brief information across the site. ME&A also created new pages for the Environmental Flows Assessment (EFA) Workshop to include 2-minute videos, Camtasia video presentations, 2-page takeaways, and PDFs of presentations.

C. ACCOMPLISHMENTS FOR TASK 3: USAID E3/W Technical Support for Analysis and Reporting

ME&A was tasked to "provide technical support for technical writing, technical analysis, and technical reporting in support of the E3/W reporting responsibilities, particularly relating to Reports to Congress

and to collaboration with Department of State for the reporting requirements of the 'Senator Paul Simon Water for the Poor Act of 2005.'

Task 3.1: Create Specific Annual Reports: ME&A was tasked to "produce specific technical reports responding to the requirements of Agency reporting and Congressional reporting associated with both the annual Foreign Assistance Appropriations Act and the Senator Paul Simon Water for the Poor Act of 2005' dealing with all aspects of the Agency's water programs."

ME&A planned, drafted, and finalized the FY13 Safeguarding the World's Water report with edits and additions from the Water Office, Office LPA, and others. ME&A also prepared bullets for the FY13 Paul Simon Water for the Poor Act report.

ME&A spent the year planning for the FY14 Safeguarding report, which was restructured to show alignment with the Water Strategy key themes. ME&A provided outlines, presented ideas at meetings, and researched projects to be included in the report according to the themes of WASH, Water Productivity (WP), Watershed Resources Management (WRM), Disaster Risk Reduction (DRR), Agricultural Water Management (AWM), WASH and Nutrition, Water Quality, Sanitation, and Sustainability of WASH Services in all regions, but with a focus on Africa and Asia priority countries. ME&A provided the early drafts of the FY14 Safeguarding report to experts in Bureau for Food Security (BFS), Global Health (GH), and the Water Office to ensure alignment with the Water Strategy key topics. ME&A provided the final draft of the FY14 Safeguarding report with alignment with the Water Strategy's key topics, with Feed the Future (FTF) programming information for the first time.

Task 3.2: Technical Writing Support for E3/W Management Operations:

ME&A was tasked to "provide technical writing and compilation support for E3/W throughout the life of this work order, including technical writing support for production of the annual report for the Agency (Safeguarding the World's Water), and development of analytical priority setting information (tabular and other) concerning needs and priorities for water and sanitation and other water-related assistance around the world by country and locality."

ME&A finalized two Real Impact case examples on African Cities for the Future in Kenya and the Hill Maize Research Program (HMRP) in Nepal. ME&A supported the update of the AWM implementation brief.

Task 3.3: Technical Support for USAID and Counterpart Training, Training Modules, Capacity Building, and Information Dissemination: ME&A was tasked to "develop presentation and course materials based on latest state-of-the art and best practices understanding of selected aspects of water development and provide experts in selected technical subject areas for participation in USAID workshops and training, and provide other support for such activities, either in the US or overseas, as required."

ME&A assisted with two learning events and one technical workshop. ME&A assisted with a learning event on WASH and Nutrition at the USAID E3 Open House. ME&A planned and coordinated a presentation on CKM and development goals for a brownbag at USAID on August 7, 2014. ME&A worked with the COR to plan and execute the EFA workshop in January 2015. ME&A provided on-site PowerPoint, Audio-Visial and classroom assistance.

ME&A also worked closely with E3's Webmaster to use Camtasia software to capture the presentations. ME&A executed the logistics of and provided follow-up for the EFA workshop. ME&A provided support with all food, supplies, and logistics for the training. ME&A recorded notes from each individual presentation and incorporated edits from each presenter. ME&A made audio and PowerPoint presentations, technical summary notes, short recorded interviews, resources, and other information from the January 2015 Environmental Flows Assessment workshop available on Water Point and promoted it in *Water Update*.

Task 3.4: Strategy Implementation: ME&A was tasked to "support the development of additional documentation, communication, or other information as required to support the E3/W in its responsibility for operationalizing the Agency Water Strategy."

ME&A finalized Strategy implementation briefs on WASH and Nutrition and AWM, including updating the AWM implementation brief. ME&A provided support for the internal and public webinars on the five key themes of the Water Strategy. ME&A published an issue of Global Waters around the key themes, introducing the general public to them. ME&A updated the Water Point database to be searchable by Water Strategy priority countries, key themes, strategic objectives, and other Strategy-related topics. ME&A focused the FY14 Safeguarding report on the emerging themes and pivot in thinking around the Water Strategy.

Task 3.5: Provide Specialized Audio Visual and Graphic Technical Support:

ME&A was tasked to "provide technical support to E3/W for PowerPoint preparations, technical materials for speeches, color printed handouts and fact sheets, tabular summaries of budget information, related graphs and pie charts and other computer graphics products." ME&A was "tasked to make these products available as required on the internet, so they can be readily accessed by all E3/W staff and other interested parties."

ME&A completed the layout for the FY13 and FY14 Safeguarding reports. ME&A designed and laid out three issues of Global Waters. ME&A laid out two Water Strategy Implementation Briefs (AWM and WASH and Nutrition) according to USAID branding guidelines and created a replicable template for use with the three remaining Implementation Briefs. ME&A designed and laid out two Real Impact case examples (Kenya and Nepal). ME&A one issue of Water Update, and the World Water Day email blast according to USAID branding guidelines. ME&A also designed a new Global Waters subscription card, and several new carousel images for World Water Day, the World Water Day video, and World Water Forum. ME&A designed the USAID banner for the U.S. Government kiosk at the World Water Forum. ME&A also designed the HTML banner for the five public Water Strategy webinar invitations.

ME&A worked with the E3 Webmaster to use Camtasia for audio capture of presentations at the EFA training and laid out 19 two-page "takeaways" for the EFA Workshop. ME&A provided logistical, script, B-roll, and other support for the development and creation of a World Water Day video with Olympic swimmers.

Task 3.6: Maintain Pictorial, Photographic, and Audio-Visual Collection:ME&A was tasked to "maintain a collection of pictorial, photographic, elective key video productions as a selective audio-visual collection for use in support of E3/W staff and technical presentations, PowerPoint presentations, and E3/W technical reports and publications."

ME&A migrated old and added new photos a new USAID E3/Water Office Flickr database for use by Water Office staff to augment their communications products. This was a regular, ongoing task that labels, establishes rights, and clearly establishes content of photos for easier searches of high quality photographs to tell USAID's story. ME&A also maintained a collection of USAID-produced videos related to water programming from YouTube, the program offices, and the projects themselves. ME&A responded to requests for photos for use in invitations, posters, and Power Point presentations, including the Water for the World Act launch, Implementation Briefs, World Water Day, World Water Forum, and Water Strategy webinars.

D. ACCOMPLISHMENTS FOR TASK 4: Selective Assisted Access to Global Technical Information Relating to Water and Coastal Resources

ME&A was tasked to "provide assistance with accessing a wide range of technical information from around the world (particularly via the internet) relating to the water sector, primarily for E3/W and its primary clients within USAID/Washington and overseas."

Task 4.1: Specialized Internet Searches: ME&A was tasked to "provide specialized technical internet search assistance to E3/W staff, as requested."

ME&A searched for key water programs in strategic priority countries. ME&A researched water for food programs for inclusion in FY14 Safeguarding reporting and Real Impact case examples. ME&A researched and drafted a Real Impact Case Example on the American Cities for the Future Project in Kenya for sanitation and a Real Impact Case Example on USAID/Nepal's Hill Maize Research Program for AWM.

Task 4.2: Selective Technical Studies/Reports: ME&A was tasked to "be prepared to respond, either through core staff or through short-term consultants, to selective requests by E3/W, for specialized technical studies and reports, including 'white papers' and concept papers, on water-related topics."

ME&A completed two concept papers on finding the "missing middle" of USAID's water projects and project database development for use in discussions with the Water Office, GH, and BFS.

Selective Technical Studies/Reports: ME&A provided Standard Operating Procedures reports for Safeguarding the World's Water report, Global Waters, Real Impact case examples, and Water Update.

E. ACCOMPLISHMENTS FOR TASK 5: Knowledge Management

ME&A was tasked to "perform Knowledge Management (KM) functions utilizing all the information sources concerning the USAID water sector to which access is provided, including staff, implementing partners, budgets, narrative information, and other priority stakeholders, legacy documents, systems, and data."

Task 5.1: Expansion of USAID Water Program Information Access and

<u>Utilization:</u> ME&A was tasked to "package and make available internally within USAID information about the USAID water sector and stimulate use of that information to improve understanding and promote more well-informed programming in the sector throughout the Agency."

ME&A published three issues of Water Update internal newsletter for distribution to the Extended Water Office. ME&A completed the migration of access to Water Update to Water Point and restructured content on Water Update.

Task 5.2: Communications/Information Access: ME&A was tasked to "provide enhanced communication and easier access to information through a central routing point." ME&A was tasked to "diagnose, assess, and recommend to USAID how best to integrate water content and assist with gaining internal web site and external web access to make that content available."

ME&A engaged two Communication Specialists as central routing points for information and communication related to water programming. ME&A maintains a compilation of USAID water and coastal resources activities in Water Point. Water Point houses the project narratives for projects profiled in Safeguarding the World's Water, Global Waters, and Real Impact case examples for internal use, access, and sharing.

Task 5.3: Communities of Practice: ME&A was tasked to "enhance exchange of KM information among interested stakeholders in the water sector, both internal and external to USAID. ME&A was tasked to "work with E3/W staff to identify and prioritize thematic issues of the most relevance and interest to a larger number of stakeholders, and suggest creative ways by which a 'community of practice,' whether formal or informal, may be created and maintained on a given theme." To assist this task, ME&A was tasked to "identify and compile best practices information, documentation, and communication in sub-sectors of the USAID water portfolio and seek to advance those efforts within the Agency and among USAID partners."

ME&A supported best practices of the Strategy's five key themes in a variety of different ways. ME&A supported sanitation with the publication of the Real Impact Case example on the African Cities for the Future project in Kenya and AWM with the publication of the Real Impact case example on HMRP in Nepal. ME&A organized an issue of Global Waters magazine around the five key Strategy themes to organize water partners around those topics, and ME&A supported the public webinar series on the key themes to further begin communities around them.

Task 5.4: Enhancing USAID's Global Information Participation: ME&A was tasked to "generally promote the alignment of USAID efforts in the water sector to the thrust of the Global Development Commons efforts, and, when requested, [to] assist in support of USAID water sector data and reporting inputs to the G8, OECD, and other donor-related international information aggregation efforts of high priority to USAID and State."

ME&A published four issues of *Global Waters* magazine. This publication highlights the Agency's position on current water issues, programs in the field, USAID-sponsored events, and relationship to the USAID Water and Development Strategy. ME&A met with the KM

Specialist from BFS to discuss identification and communication of best water for food projects to document over the year.

ME&A researched and drafted the Global Water Coordinators World Water Day IMPACTblog to coordinate with the *Global Waters* Perspectives piece. ME&A developed and implemented tweets to promote *Global Waters*, World Water Week, Earth Day, World Water Day, Global Handwashing Day, World Toilet Day, International Day of the Woman, and others. ME&A used #USAIDwater in all of its social media posts.

III. DELIVERABLES

All reports and other deliverables were in the English language and posted on DEC, as specified by the COR.

- I. ME&A provided a core work plan to the COR that described and estimated the level of effort for normal ongoing core activities, separately from any additional level of effort based on technical direction from the USAID COR for specifically requested activities from those indicated in the Statement of Work. ME&A issued weekly Action Item Trackers to monitor performance throughout the Task Order period.
- 2. The E3/W Internal and External websites were established, maintained, and supported throughout the period of performance, as directed by the COR.
- 3. WSCKM Activity Funding Reports. ME&A delivered the annual FY13 and FY 14USAID Safeguarding the World's Water report on water sector activities and programming covering USAID work in FY 2013 and FY 2014, with copies provided to the COR and on the USAID website. ME&A worked closely with E3/W to provide master dataset inputs and large impact data into the Senator Paul Simon Water for the Poor Act Annual Report to Congress to Congress for FY 2013.
- 4. ME&A provided two specialized technical case studies and two concept papers, as directed by the USAID COR. ME&A published four issues of *Global Waters* magazine and four issues of *Water Update* internal newsletter.
- 5. ME&A produced more than 80 Activity Description Reports and Knowledge Management summaries and descriptions, varying in length and complexity by utilizing available water project information).
- 6. ME&A maintained a collection of photos and videos on a new USAID photo archive on Flickr.

As requested via technical direction from the COR, ME&A delivered scores of specialized Internet Searches, conducted selective special studies and reports as directed, and provided regular workshop/conference/presentation support were provided over the course of the Task Order in accordance with available LOE.